

Message Text

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FM AMEMBASSY NEW DELHI

TO SECSTATE WASHDC 8283

UNCLAS NEW DELHI 14257

FOR COMMERCE

E.O. 11652: N/A

TAGS: BEXP, BFOL, IN

SUBJECT: TARGET INDUSTRY RESEARCH

REF: STATE A-9847, NOVEMBER 30, 1973

1. WE ACKNOWLEDGE RECEIPT OF A-9847 INSTRUCTING US TO PREPARE A MARKET SURVEY ON METALWORKING AND METAL PARTS FINISHING EQUIPMENT (MPE) AND TO SUBMIT SAME NO LATER THAN JANUARY 31. WE BELIEVE THAT THE FOLLOWING REVIEW OF CURRENT AND PENDING MARKET RESEARCH PROJECTS WILL SHOW THAT WE CANNOT IN GOOD FAITH UNDERTAKE COMPLETION OF THE MFE MARKET SURVEY BY THE DESIGNATED DUE DATE.

(A) DESK STUDY ON ELECTRONIC COMPONENTS BEING COMPLETED BY R.P. SACHDEVA (EMBASSY COMMERCIAL SECTION), WILL BE POUCHED CIRCA DECEMBER 10.

(B) FULL SCALE MARKET STUDY ON EARTHMOVING, MINING AND CONSTRUCTION EQUIPMENT HAS BEEN UNDERTAKEN BY CALCUTTA WHICH EXPECTS TO SUBMIT SAME BY MARCH 31, 1974. SACHDEVA WILL PROVIDE NEW DELHI'S CONTRIBUTION ONCE THE TEXTILE EQUIPMENT TRADE MISSION DEPARTS.

(C) FULL SCALE MARKET STUDY ON SHIP BUILDING AND PORT MAINTENANCE MACHINERY HAS BEEN ASSIGNED TO T. SINGH (EMBASSY COMMERCIAL SECTION).

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HE WILL HAVE TO WORK ON THIS FULL TIME IN ORDER

TO MEET OUR FEBRUARY 28, 1974 DEADLINE.

(D) FULL SCALE STUDY ON SCIENTIFIC, INDUSTRIAL AND MEDICAL INSTRUMENTS HAS BEEN ASSIGNED TO CONGEN BOMBAY WITH SUBMISSION IN MAY.

D.S. SAHI (EMBASSY COMMERCIAL SECTION) WILL PROVIDE NEW DELHI'S CONTRIBUTION ONCE THE POWER EQUIPMENT MISSION DEPARTS.

(E) FULL SCALE STUDY ON SPECIAL MACHINE TOOLS AND NUMERICAL CONTROL MACHINERY WILL BE ASSIGNED ONCE ONE OF OUR THREE FSL "MARKETING PROFESSIONALS" IS FREE TO UNDERTAKE SAME.

(F) THE REFERENCED SECONDARY MARKET SURVEY ON METALWORKING AND METAL PARTS FINISHING EQUIPMENT WITH ITS DUE DATE OF JANUARY 31, 1974, WAS RECEIVED HERE DECEMBER 5.

2. PLEASE NOTE THAT WE HAVE NO OTHER QUALIFIED FSL STAFF TO ASSIGN TO THE ABOVE. THE COMMERCIAL SECTION STAFF WILL BE FULLY OCCUPIED IN MOUNTING CATALOGUE SHOWS, PRODUCING THE COMMERCIAL NEWSLETTER, WTD REPORTS, TRADE OPPORTUNITIES, TRADE LETTERS, TENDERS, HANDLING BUSINESS VISITORS, ETC

3. WE, THEREFORE, SUGGEST THAT YOU EITHER ALLOW US TO REVISE THE DUE DATES FOR THE TWO AS YET UNASSIGNED RESEARCH PROJECTS MENTIONED ABOVE (E) AND (F) OR RUN THE RISK OF ENTRUSTING THEM TO LOCAL MARKET RESEARCH FIRMS. WE DO NOT RECOMMEND LOCAL MARKET RESEARCH AS THE BUSINESS COMMUNITY'S EXPERIENCE WITH THEM RANGES FROM THE SORRY TO THE PATHETIC. IF COMPLETION BY THE DESIGNATED DUE DATES IS NOT VITAL, WE URGE THAT YOU BEAR WITH US UNTIL THE TRADE MISSION VISITS ARE ACCOMMODATED.SCHNEIDER

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